

# 2016 -2020 Boyne Valley Members Charter

Make sure you are part of it!



Birthplace of Ireland's Ancient East



**The Boyne Valley Members Charter was developed to ensure sustainability of the Boyne Valley Tourism brand and to encourage unity amongst Boyne Valley Tourism members. It is of utmost importance that the charter be respected and that we work together to provide the very best visitor experience.**

## Section A - Digital

### 1. Boyne Valley Logo (attached)

Attached is the new Boyne Valley Logo, Birthplace of Ireland's Ancient East, it must be integrated into your website, social media and all printed promotional material. Please also feature the Ireland's Ancient East Logo, contact Fáilte Ireland.

### 2. Discover Boyne Valley Website

- Discoverboynevalley.ie – is the primary website with all current updates. Please check your listing. Send updates to info@discoverboynevalley.ie
- Add the Boyne Valley Logo to your website and link it to discoverboynevalley.ie
- Add the Discover Boyne Valley Drive Map (or a link to the map) to your websites and familiarise yourself with each heritage site.

### 3. The Official Discover Boyne Valley App (logo & widget attached)

- Familiarise yourself with the Boyne Valley Tourism app and recommend to others
- Should you wish to manage your own app listing please register. Please keep in mind that when you register you will be fully responsible for your app listing and that it will no longer mirror your web listing on discoverboynevalley.ie
- Add the attached Boyne Valley App logo to your website to promote the app.
- Pass on the widget to your web developer to be added to your mobile website.

### 4. Social Media

Boyne Valley Tourism social media presence is as follows:

**Facebook** - Like "Discover Boyne Valley"

**Twitter** - Follow "@DiscoverBoyneV"

**Instagram** - Follow "discoverboynevalley"

**YouTube** - Subscribe "BoyneValley Tourism" Channel

Email info@discoverboynevalley.ie with your promotional videos.

Please use the hashtag - # "boynevalley" on ALL social media.

## Section B - Marketing Material

### 5. Boyne Valley Brochures

- Display a full selection of Boyne Valley brochures in your premises. If you are low in stock email info@discoverboynevalley.ie or call to the office in Navan (arrange in advance).
- If you are having tour groups visiting, please advise us and we can provide you with Boyne Valley Brochure Packs.
- Where possible add the Boyne Valley Holiday Guide to your website in a PDF version which can be provided to you by Boyne Valley Tourism.

### 6. Boyne Valley Networking

- Our Boyne Valley Tourism ethos is that we strongly encourage all of our members to interact and cross promote each other. Please sign up to attend the networking events arranged throughout the year.

### 7. Boyne Valley Pins

- All front of house staff at your business must wear Boyne Valley branded pins. If additional pins are required for your business please contact the office on 046-9097060.

### 8. Boyne Valley Promotional Shows

- All members must sign up to the Code of Conduct while participating at a Boyne Valley Tourism stand/promotional show.

### 9. Spirit of Meath Halloween Festival - #boynevalley #spiritsofmeath

- Add the Spirits of Meath logo and website spiritsofmeath.ie to all your promotional material.
- Please email events & special offers to info@discoverboynevalley.ie
- Please "Like" and tag us in seasonal Halloween posts on facebook "Spirits of Meath Halloween Festival"

### 10. Boyne Valley Signature Products

Whether you have a restaurant, accommodation, activity or crafts, choose to call one of your products "Boyne Valley ...".

- Accommodation could have a Boyne Valley overnight package
- Attractions could have a Boyne Valley package or activity
- Restaurants could have a Boyne Valley Sandwich/Soup/ Dish or Dessert. We support the Place on a Plate initiative from Boyne Valley Food Series.

Signed \_\_\_\_\_

Business \_\_\_\_\_

Date \_\_\_\_\_